



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

| | | |
|--|--|--|
| Contract / Revision 575682 / | | Alt Order # 09820042 |
| Product SPENCE | | |
| Contract Dates 09/25/12 - 10/01/12 | | Estimate # 925C01 |
| Advertiser Spence, David/R/Mo Gov | | Original Date / Revision 09/18/12 / 09/24/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station KTVI | Account Executive Jared Salles | Sales Office Washington DC |
| Special Handling | | |
| Demographic Adults 35+ | | |
| | | Total Ratings 207.90 |
| IDB# 1046 | Advertiser Code SPEN | Product Code ORDR |
| Agency Ref | | Advertiser Ref |

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1 | 2 | 09/26/12 | 09/26/12 | 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$575.00 | 3.00 | | | |
| N 2 | 2 | 09/27/12 | 09/27/12 | 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$575.00 | 3.00 | | | |
| N 3 | 2 | 09/28/12 | 09/28/12 | 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$575.00 | 3.00 | | | |
| N 4 | 2 | 10/01/12 | 10/01/12 | 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$575.00 | 3.00 | | | |
| N 5 | 2 | 09/25/12 | 09/25/12 | M-F 6a-7a | 6a-630a | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$1,250.00 | 3.90 | | | |
| N 6 | 2 | 09/26/12 | 09/26/12 | M-F 6a-7a | 6a-630a | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$1,250.00 | 3.90 | | | |
| N 7 | 2 | 09/27/12 | 09/27/12 | M-F 6a-7a | 6a-630a | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$1,250.00 | 3.90 | | | |
| N 8 | 2 | 09/28/12 | 09/28/12 | M-F 6a-7a | 6a-630a | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$1,250.00 | 3.90 | | | |
| N 9 | 2 | 10/01/12 | 10/01/12 | M-F 6a-7a | 6a-630a | | :30 | | | | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,250.00 | 3.90 | | | |
| N 10 | 2 | 09/25/12 | 09/25/12 | M-F 6a-7a | 630a-7a | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$1,350.00 | 4.40 | | | |
| N 11 | 2 | 09/26/12 | 09/26/12 | M-F 6a-7a | 630a-7a | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$1,350.00 | 4.40 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 575682 / | 09820042 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/25/12 - 10/01/12 | SPENCE | 925C01 |

| | |
|------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Spence, David/R/Mo Gov | 09/18/12 / 09/24/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 12 | 2 | 09/27/12 | 09/27/12 | M-F 6a-7a | 630a-7a | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$1,350.00 | 4.40 | | | |
| N 13 | 2 | 09/28/12 | 09/28/12 | M-F 6a-7a | 630a-7a | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$1,350.00 | 4.40 | | | |
| N 14 | 2 | 10/01/12 | 10/01/12 | M-F 6a-7a | 630a-7a | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,350.00 | 4.40 | | | |
| N 15 | 2 | 09/25/12 | 09/25/12 | Fox 2 Morning News | 730a-8a | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$1,125.00 | 4.70 | | | |
| N 16 | 2 | 09/26/12 | 09/26/12 | Fox 2 News at 7 am | 730a-8a | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$1,125.00 | 4.70 | | | |
| N 17 | 2 | 09/27/12 | 09/27/12 | Fox 2 Morning News | 730a-8a | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$1,125.00 | 4.70 | | | |
| N 18 | 2 | 09/28/12 | 09/28/12 | Fox 2 News at 7 am | 730a-8a | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$1,125.00 | 4.70 | | | |
| N 19 | 2 | 10/01/12 | 10/01/12 | Fox 2 Morning News | 730a-8a | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,125.00 | 4.70 | | | |
| N 20 | 2 | 09/25/12 | 09/25/12 | Fox 2 News at 8 am | 830a-9a | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$675.00 | 4.10 | | | |
| N 21 | 2 | 09/26/12 | 09/26/12 | Fox 2 News at 8 am | 830a-9a | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$675.00 | 4.10 | | | |
| N 22 | 2 | 09/27/12 | 09/27/12 | Fox 2 News at 8 am | 830a-9a | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$675.00 | 4.10 | | | |
| N 23 | 2 | 09/28/12 | 09/28/12 | Fox 2 News at 8 am | 830a-9a | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$675.00 | 4.10 | | | |
| N 24 | 2 | 10/01/12 | 10/01/12 | Fox 2 News at 8 am | 830a-9a | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$675.00 | 4.10 | | | |
| N 25 | 2 | 09/29/12 | 09/29/12 | Fox 2 News Saturday AM | 730a-8a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$575.00 | 2.70 | | | |
| N 26 | 2 | 09/29/12 | 09/29/12 | Fox 2 News Saturday AM | 830a-9a | | :30 | | | | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$575.00 | 3.20 | | | |
| N 27 | 2 | 09/30/12 | 09/30/12 | Su 7-9a | 730a-8a | | :30 | | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 2 | \$300.00 | 2.30 | | | |
| N 28 | 2 | 09/30/12 | 09/30/12 | FOX News Sunday | 930a-10a | | :30 | | | | NM | 1 | \$375.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 575682 / | 09820042 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/25/12 - 10/01/12 | SPENCE | 925C01 |

| | |
|------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Spence, David/R/Mo Gov | 09/18/12 / 09/24/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | |
|-------|----|---------------------|-----------------|-------------------|--------------------|-----------------------|-----------------|-------------------|---------------------|---------------|-------------|-------|------------|--|
| | | | | | | | | | | | | | Totals | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$375.00 | 2.30 | | | | |
| N 29 | 2 | 09/25/12 | 09/25/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$900.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$900.00 | 4.70 | | | | |
| N 30 | 2 | 09/26/12 | 09/26/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$900.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$900.00 | 4.70 | | | | |
| N 31 | 2 | 09/27/12 | 09/27/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$900.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$900.00 | 4.70 | | | | |
| N 32 | 2 | 09/28/12 | 09/28/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$900.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$900.00 | 4.70 | | | | |
| N 33 | 2 | 09/25/12 | 09/25/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$825.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$825.00 | 3.50 | | | | |
| N 34 | 2 | 09/26/12 | 09/26/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$825.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$825.00 | 3.50 | | | | |
| N 35 | 2 | 09/27/12 | 09/27/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$825.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$825.00 | 3.50 | | | | |
| N 36 | 2 | 09/28/12 | 09/28/12 | M-F 6p-630p | 6p-630p | | :30 | | | | NM | 1 | \$825.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$825.00 | 3.50 | | | | |
| N 37 | 2 | 10/01/12 | 10/01/12 | M-F 6p-630p | 6p-630p | | :30 | | | | NM | 1 | \$825.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$825.00 | 3.50 | | | | |
| N 38 | 2 | 09/30/12 | 09/30/12 | Su 530-6p | 530p-6p | | :30 | | | | NM | 1 | \$525.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$525.00 | 3.90 | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | 2 | 09/24/12-09/30/12 | Su 530-6p | 530p-6p | -----Su | :30 | \$525.00 | 3.90 | NM | | | |
| | | See MG 38.2 | | | | | | | | | | | | |
| | | 2 | 2 | 09/26/12-09/26/12 | M-F 5a-530a | 5a-530a | ---W----- | :30 | \$525.00 | 3.90 | NM | | | |
| | | Ⓜ MG for 38.1 09/30 | | | | | | | | | | | | |
| N 39 | 2 | 09/25/12 | 09/25/12 | M-F 9p-10p | 9p-930p | | :30 | | | | NM | 1 | \$1,350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$1,350.00 | 4.50 | | | | |
| N 40 | 2 | 09/27/12 | 09/27/12 | M-F 9p-10p | 9p-930p | | :30 | | | | NM | 1 | \$1,350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$1,350.00 | 4.50 | | | | |
| N 41 | 2 | 10/01/12 | 10/01/12 | M-F 9p-10p | 9p-930p | | :30 | | | | NM | 1 | \$1,350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,350.00 | 4.50 | | | | |
| N 42 | 2 | 09/25/12 | 09/25/12 | M-F 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$850.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$850.00 | 3.80 | | | | |
| N 43 | 2 | 09/26/12 | 09/26/12 | M-F 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$850.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 575682 / | 09820042 |

| Contract Dates | Product | Estimate # |
|---------------------|---------|------------|
| 09/25/12 - 10/01/12 | SPENCE | 925C01 |

| Advertiser | Original Date / Revision |
|------------------------|--------------------------|
| Spence, David/R/Mo Gov | 09/18/12 / 09/24/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | |
|---------------|----|-------------------|-----------------|-------------------------|---------------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|--------------------|
| | | | | | | | | | | | | | Totals | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | | 1 | \$850.00 | 3.80 | | | | |
| N 44 | 2 | 09/27/12 | 09/27/12 | M-F 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$850.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | | 1 | \$850.00 | 3.80 | | | | |
| N 45 | 2 | 09/28/12 | 09/28/12 | M-F 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$850.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$850.00 | 3.80 | | | | |
| N 46 | 2 | 10/01/12 | 10/01/12 | M-F 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$850.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$850.00 | 3.80 | | | | |
| N 47 | 2 | 09/29/12 | 09/29/12 | 9p News Delayed | 10p-1030p | | :30 | | | | NM | 1 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$450.00 | 0.00 | | | | |
| N 48 | 2 | 09/29/12 | 09/29/12 | Fox 2 News Edge Delayed | 1105p-1135p | | :30 | | | | NM | 1 | \$300.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$300.00 | 1.50 | | | | |
| N 49 | 2 | 09/30/12 | 09/30/12 | Su 9p-10p | 9p-930p | | :30 | | | | NM | 1 | \$800.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$800.00 | 4.00 | | | | |
| N 50 | 2 | 09/30/12 | 09/30/12 | Su 9p-10p | 930p-10p | | :30 | | | | NM | 1 | \$700.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$700.00 | 2.50 | | | | |
| N 51 | 2 | 09/30/12 | 09/30/12 | Fox 2 News Edge Sunday | 10-1035p | | :30 | | | | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$500.00 | 2.80 | | | | |
| N 52 | 2 | 10/01/12 | 10/01/12 | Rams Weekly | 630-7p | | :30 | | | | NM | 1 | \$1,125.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,125.00 | 2.20 | | | | |
| N 53 | 2 | 09/25/12 | 09/25/12 | FOX Prime Tuesday 7-8p | 7p-8p | | :30 | | | | NM | 1 | \$2,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | | 1 | \$2,000.00 | 2.90 | | | | |
| N 54 | 2 | 09/28/12 | 09/28/12 | FOX Prime Friday 7-8p | 7p-8p | | :30 | | | | NM | 1 | \$600.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$600.00 | 0.80 | | | | |
| N 55 | 2 | 09/28/12 | 09/28/12 | FOX Prime Friday 8-9p | 8p-9p | | :30 | | | | NM | 1 | \$600.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | 1 | \$600.00 | 2.20 | | | | |
| N 56 | 2 | 09/30/12 | 09/30/12 | St Louis Rams | 12p-CC | | :30 | | | | NM | 2 | \$15,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | 2 | \$7,500.00 | 3.00 | | | | |
| N 57 | 2 | 09/29/12 | 09/29/12 | College Football Late | College Football La | | :30 | | | | NM | 1 | \$500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$500.00 | 0.00 | | | | |
| N 58 | 2 | 10/01/12 | 10/01/12 | FOX Prime Monday 7-8p | 7p-8p | | :30 | | | | NM | 1 | \$1,300.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,300.00 | 0.00 | | | | |
| N 59 | 2 | 10/01/12 | 10/01/12 | FOX Prime Monday 8-9p | 8p-9p | | :30 | | | | NM | 1 | \$1,300.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | | | | 1 | \$1,300.00 | 0.00 | | | | |
| Totals | | | | | | | | | | 207.90 | | | 61 | \$68,150.00 |

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| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 575682 / | 09820042 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/25/12 - 10/01/12 | SPENCE | 925C01 |

| | |
|------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Spence, David/R/Mo Gov | 09/18/12 / 09/24/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|------------|----------|-------------|----------------|------|--------|------------|------|-----|------|-------|--------|
|-------|----|------------|----------|-------------|----------------|------|--------|------------|------|-----|------|-------|--------|

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/30/12 | 50 | \$56,425.00 | \$47,961.25 |
| 10/01/12 - 10/01/12 | 11 | \$11,725.00 | \$9,966.25 |
| Totals | 61 | \$68,150.00 | \$57,927.50 |

Signature: _____ **Date:** _____

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